

I Love Type. Vol.2



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(Johanna Roberts)

I LOVE TYPE. VOL.2



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Condition: New. Publisher/Verlag: Gingko Press | Avant Garde. By Viction:ary | Every designer has its favourite typefaces. Most of them do not use more than ten typefaces during their whole life, others are proud to say that they do not use more than one. Taste, style, message, opinion and attitude are expressed in the use of a typeface. Designers show their personality and believes when choosing a typeface. I Love Type is a brand new series of Viction:ary titles in 2010, it will be an ongoing project, we target to release around 8-10 titles for the whole series irregularly. Each one dedicated to a specific typeface with a selection of high quality graphic design work, plus a special interview sections called Inspired, because many designers took the featured typeface and adjusted them to their needs, changed letters or applied a filter to them. Especially in these cases we want to ask the designer to tell us more about the modifications. Why they did them and if they really used the featured typeface as a starting point. | First designed by Herb Lubalin as a logo, not a typeface, Avant Garde has had a tumultuous history. Once a representation of innovation and singularity, its popularity in the 1970s has given it a distinctly retro connotation in modern times. Its complex ligatures, particularly the distinctive dramatically-slanted A,' are a challenge for any designer to master, and the ongoing debate continues over whether anyone has been able to use it correctly since Lubalin himself.' | Format: Paperback | Language/Sprache: english | 492 gr | 230x160x20 mm | 160 pp.

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